

Posted 06/12/2017

Salary DOE \$68,838 - \$76,487



The College of Idaho invites applications for **Director of Marketing and Communications**. The Director for Marketing and Communications is responsible for the strategic planning and direction of all marketing and Communication functions for The College of Idaho (C of I). The Director is focused institutionally, providing support for academic departments, the offices of Admission, College Relations, and Events. The Director serves as the primary media contact and spokesperson for the College, provides public relations advice and furthers the College's mission through publication and media relations work and content development in new media and online. The Director manages the direction of work of outside vendors and consultants when necessary.

The College of Idaho has much to offer. Founded in 1891, The College of Idaho is the state's oldest private college. The C of I has a national reputation for academic excellence and for preparing successful graduates, including seven Rhodes Scholars, three governors, four NFL players, and countless business leaders and innovators. The College is located on a beautiful campus in Caldwell, a community of 50,000 located in Idaho's vibrant Treasure Valley. Campus is just 30 minutes from downtown Boise, a thriving capital city with a multitude of dining and entertainment options including the Idaho Shakespeare Festival, the Boise Philharmonic Orchestra, professional sports, and more. The area also offers world-class opportunities for hiking, camping, fishing, skiing, mountain biking and whitewater rafting. Our low cost of living, coupled with access to almost everything imaginable makes [our Idaho setting](#) a great location to further your career path. At the College of Idaho, you are important and you can make a difference. For more information on The College of Idaho, visit www.collegeofidaho.edu.

Essential Functions

1. Collaborate with College leaders to develop and maintain a strategic vision for advancing the visibility and reputation of the College.
2. Serve as primary College brand manager. Build the community's understanding of the importance of brand and provide tools and regular training to ensure that College branding and messaging standards are both effective and flexible.
3. Collaborate with the Vice President for Enrollment Management to develop a cohesive and distinctive student recruitment marketing and communications plan with a well-defined value proposition that captures the attention of prospective students and parents. Execute the elements of that plan.
4. Collaborate with the Vice President for College Relations to develop a cohesive and distinctive marketing and communications plan for development and for the cultivation of alumni. Execute the elements of that plan.
5. Set metrics and regularly analyze qualitative and quantitative data to inform decisions on the promotion of new and existing programs, on the effectiveness of current strategies, and on any changes needed to achieve the College's marketing, communication and enrollment goals.
6. Advise the President on overall communications strategy and manage communications with the press and other constituencies, both internal and external.
7. Work with Campus Safety on revising and carrying out the emergency preparedness and crisis management communications plans.
8. Develop and manage an annual budget/plan for the Marketing and Communications Department in support of the College's strategic plan and goals.
9. Supervise employees in Marketing and Communications, drawing out employee strengths, holding employees accountable, and maintaining a positive work environment.

Additional Duties

1. Network effectively with internal and external constituencies, including faculty, staff, board of directors, vendors, contractors and consultants.
2. Additional duties as assigned.

Qualifications

- Five years of experience with a proven track record in strategic and complex multi-channel communications, highly developed management skills, exceptional written and verbal communications skills and a clear appreciation for technology-based outreach strategies.
- Demonstrated success in a similar position working with top organizational leadership with a proven track record of contributing to high-level marketing and communications strategy and executing that strategy once developed.
- Bachelor's degree in related field, master's degree preferred.
- Experience in higher education environment preferred.
- Proficient in MS Office suite.
- Ability to:
 - multi-task and meet deadlines.
 - work within the constraints of a limited budget.
 - work independently as well as collaboratively in a team environment.
 - work evenings and weekends.
 - drive a personal or College vehicle for the purposes of College business.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of the contract without sponsorship from The College of Idaho.

This is a full-time 12-month administrative position with excellent benefits.

To apply please submit a cover letter addressing qualifications for the position, a resume, salary history, and the names and contact information of three references, two management and one professional, to hr@collegeofidaho.edu. Application review will begin immediately. Applications will be accepted until suitable candidates are selected.

The College of Idaho is proud to be an equal opportunity employer. We are committed to attracting, retaining, and maximizing the performance of a diverse and inclusive workforce.